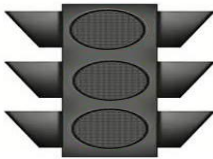
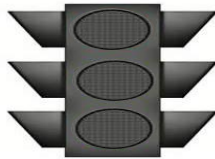


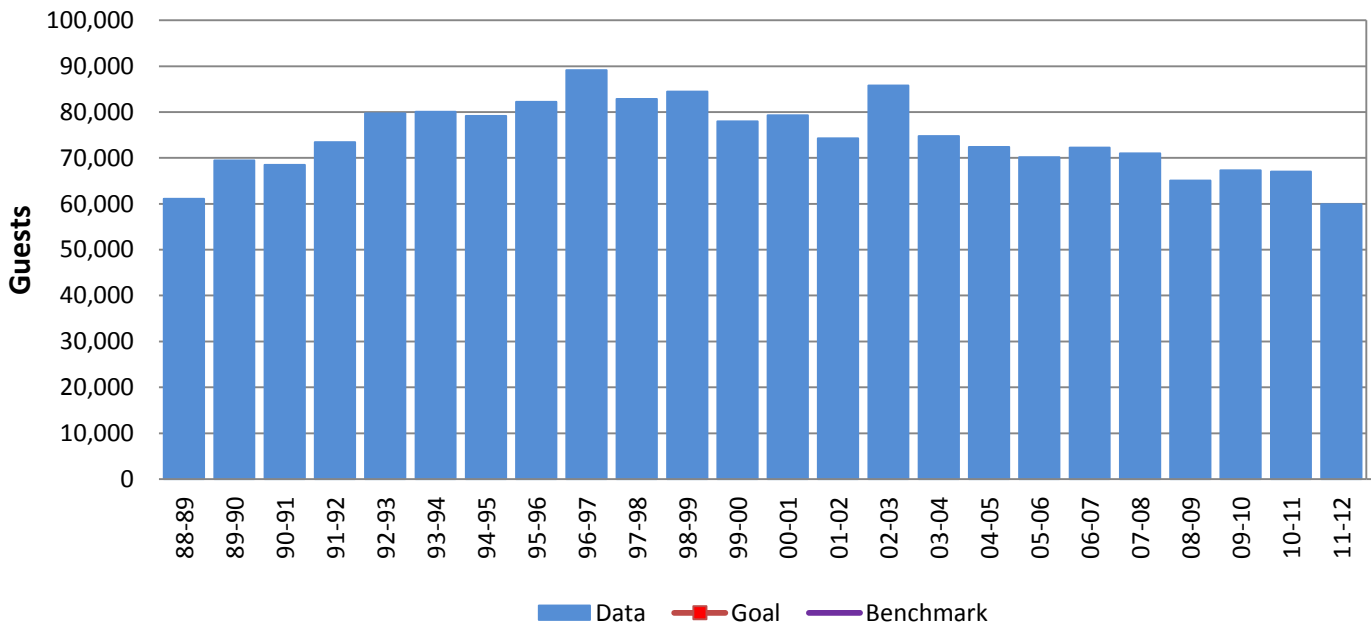
School Group Attendance

Zoo

12/12/2013

Measurement method		Why measure?		What is our goal?	
The number of school group attendees per school year		School groups develop an appreciation for and a sense of responsibility toward the treasure of animal and plant life on our earth through "hands-on" experiences at the Zoo		Increase School Group Attendance	
How are we doing?					
School Years '00-'01 to '11-'12 Goal	School Years '00-'01 to '11-'12 Actual		School Year '11 - '12 Goal	School Year '11 - '12 Actual	
N/A	859,308		N/A	59,888	
Guests	Guests		Guests	Guests	
			Performance Stoplight Key		
			Red Light = Off Goal Yellow Light = Approaching Goal Green Light = Meets Goal No Lights = No Goal/No Data		

School Group Attendance



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